AMENDMENTS TO THE CLAIMS

1.   (Currently Amended) An audio-video program recommendation system for listing program material in accordance with a user's preferences, said system comprising:

a microprocessor for recognizing and processing identifying signals for program items;

an electronic storage device coupled to said microprocessor for storing look-up lists of program items and signals associated therewith, said look-up lists comprising lists of previously viewed program items;

a recommendation algorithm incorporated into said microprocessor for choosing and listing recommended program items for current viewing based upon the nature and frequency of previous program item selections that are recorded in said look-up lists in said electronic memory device; and,

a user-operable input signal device coupled to said microprocessor, enabling a user to selectively identify selected ones of said recommended program items as having been previously viewed, such that said microprocessor then removes said selected ones of said recommended program items from said listed recommended program items for current viewing and adds said selected ones of said program items to said look-up lists in said memory device.

2.   (Original) An audio-video program recommendation system in accordance with Claim 1, wherein said user operable input device is a dedicated push-button.

3.   (Original) An audio-video program recommendation system in accordance with Claim 1, wherein said user operable input device comprises a plurality of dedicated push buttons, at least one of said plurality of push buttons serving to selectively identify said selected ones of said recommended program items as having been previously viewed, and at least another one of said push buttons serving to identify a selected one of said recommended program items for current viewing.

4.   (Original) An audio-video program recommendation system in accordance with Claim 3, wherein said recommendation algorithm further serves to recognize program items that are identified as unacceptable; said microprocessor is programmed to create a look-up list of unacceptable programs for storage in said memory device; and, at least another one of said plurality of dedicated push buttons serves to identify unacceptable programs for storage in said memory device.

5.   (Currently Amended) An audio-video program recommendation system for listing program material in accordance with a user's preferences, said system comprising:

a computer apparatus capable of recognizing, processing and storing look-up lists of identifying signals for program items;

a recommendation algorithm incorporated into said computer apparatus for choosing and listing recommended program items for current viewing based upon the nature and frequency of previous program item selections that are recorded in said look-up lists; and,

said computer apparatus further comprises a keyboard having at least one key capable of identifying selected ones of said recommended program items as having been previously viewed, such that said computer apparatus then removes said selected ones of said recommended program items from said listed recommended program items for current viewing and adds said selected ones of said program items to said look-up lists.

6.   (Original) An audio-video program recommendation system in accordance with Claim 5, wherein said user operable input device is a dedicated push-button on a computer keyboard.

7.   (Currently Amended) An improved method of recommending program listings in accordance with a user's selection preferences, said method comprising the steps of:

accessing a first electronic list representing programs available for viewing at a given time;

accessing a second electronic list representing a compilation of programs previously selected for viewing by an identified user of the system;

comparing said first electronic list with said second electronic list, to obtain a list of recommended program items based upon the nature of the previously selected programs identified in said second electronic list;

displaying said list of recommended program items on a video display device for inspection by said user;

selectively identifying and characterizing by a corresponding electronic signal, a program item on said list of recommended program items that was previously viewed by said user;

appending to said second electronic list, program items included in said list of recommended program items that are currently selectively identified and characterized by said identified user; and,

~~displaying said first electronic list on a video display device, while excluding from said display all programs on said second list~~removing said program items that are currently selectively identified and characterized by said identified user from said list of recommended program items.

8.   (Previously Presented) An improved method of recommending program listings in accordance with Claim 7, further comprising the step of checking for the receipt of a signal indicating the user's desire to view a program and presenting such identified program item for viewing.

9.   (Original) An improved method of recommending program listings in accordance with Claim 7, further comprising he step of displaying a screen menu, together with said displaying of recommended program items, indicating the actions to be taken by a user employing said method.

10.   (Original) An improved method of recommending program listings in accordance with Claim 9, further comprising the step of displaying together with said screen menu, an illustrative caption identifying said method of recommending program listings.